

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
March 11, 2010**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on March 11, 2010 at 8:00 a.m. at the Radisson LAX Hotel, Los Angeles.

32 individuals attended the meeting as follows:

- Grant Coonley, Hilton LAX
- Glenn Sampert, Westin Hotel
- Michael Payton, Crowne Plaza LAX
- Bill Geary, Carlsberg Management
- Conrad Klingenstein, Jamison Properties
- Charles Bassett, LRW Investments
- Bruce Nahid, LAT Investments
- Val Velasco, LAWA – BOAC
- Larry Eisenberg, LACCD
- Robert Smit, Holiday Inn LAX
- Sarah Levine, La Quinta Inn & Suites
- Erik Dahlerbruch, Four Points by Sheraton
- Michael Washington, Sheraton Gateway LAX
- Phil Campanelli, Embassy Suites
- Steven Hall, LAX Marriott
- Israel Mora, Courtyard by Marriott
- Cindy Boulton, Radisson LAX
- Bryan Porter, Hines
- Kari Hughes, AMB Properties
- John Ruhlen, Westchester Streetscape
- Mark Pracher, LACCD
- Noreen Chambers, The Gas Co.
- Christina Davis, Chamber of Commerce
- John-David Webster, Neighborhood Council
- Michael Collins, LAWA
- Moussa Ndiaye, Crowne Plaza LAX
- Roderick Diaz, Metro
- Fulgene Asuncion, Metro
- John Howland, Cerrell
- Jim Kennedy, Council Dist. 11
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. WELCOME / INTRODUCTIONS

Glenn Sampert welcomed the board members and guests

2. PUBLIC COMMENTS

No comments from the public.

**3. APPROVAL OF ANNUAL MEETING OF THE BOARD OF DIRECTORS
MINUTES – January 14, 2010**

Approved as presented

4. EXECUTIVE DIRECTOR'S REPORT

2009 Financial Statements

2009 to several hits (\$70,000) to the Revenue:

- -\$30,000 Plaza El Segundo (Ocean Express Operations)
- -\$5,000 Manhattan Beach Chamber of Commerce (Ocean Express Operations)

- -\$9,000 Radisson LAX Chapter 11 Filing (Ocean Express Tickets)
- -\$16,000 Radisson LAX Chapter 11 Filing (2nd half Member Assessment)
- -\$10,000 9800 S. Sepulveda Blvd. (Annual Member Assessment)

Gateway to L.A. needs to budget for \$60,000 to carry over operations from year-to-year, allowing for delay in receiving funds from City.

Propose to increase Ocean Express ticket price to \$5 to raise additional revenue.
Estimated increase in revenue \$130,000 from price increase assuming ridership stays same as 2009 – 74,500 riders.

Board of Director's voted to increase the Ocean Express ticket price to \$5 effective March 29.

Operations

PBID Security Issues

1/22/Garland Jones/Arrested again

12-23/Counterfeit \$100 bills

License plate recognition cameras on Century Blvd

Ambassador Program

| | Jan-10 | Jan-09 | Feb-10 | Feb-09 |
|--------------------|--------|--------|--------|--------|
| Citizen Contacts | 822 | 723 | 674 | 698 |
| Panhandler Contact | 102 | 104 | 10 | 90 |

Trolley Passenger Totals by Year

| 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------|--------|--------|--------|--------|-------|--------------------------------------|
| 42,495 | 49,327 | 56,266 | 64,690 | 79,501 | 74639 | 11430 |
| +125% | +16% | +14% | +13% | +23% | -6% | +4% over first 2 months- 09 |

Keep It Green

E-Waste Event/All Green Electronics Recycler held on 2/18

Maintenance

Pothole repair/graffiti removal

Homeless encampments/405 Fwy and Century

Hospitality Enhancement Zone Ordinance follow-up

- Meeting with LACCD to review concept for campus / conference center was held on February 16.
- Business Tax Cap – Gabriel Sermenio working on
- Street Improvements – Bureau of Street Services drafting plans to install sidewalks on southside of Century Blvd. east of Aviation

BSS is presently doing some work on the north side of Century Blvd, between La Cienega Blvd and Aviation Blvd. Weather permitting, we'll complete the work on Century Blvd by or on April 5th. The work in this area entails: sidewalk, curb & gutter, driveways, bus pads and others. We're also applying for NEPA approval for some work on the westerly side of La Cienega Blvd. The NEPA approval, according to the project schedule, is anticipated to be in around April 2nd. Please let me know if I can be of further assistance.

- Marketing – Brochure completed and distributed to hotels
 - o Website – relaunched in January, on-going updates and changes
 - o Video – 1st draft reviewed by Glenn Sampert and Laurie, changes submitted, additional footage needed for parking and office segments
- Funding from City still being sought, unclear as to whether funds will be cut due to budget cuts

Gateway to a Greener L.A.

- Meeting was held with GW members to assess interest in pursuing Green Seal Certification on February 10.
- Cindy Boulton leading effort to collaborate with LACCD to access funds to subsidize effort to gain Green Seal Certification for hotels and other Gateway properties.
- Plan includes green certification, workforce training in sustainable practices, and marketing GW as Green Community.
- \$300,000 being requested from LACCD to underwrite program.
- \$50,000 included in budget to subsidize certification fees for GW properties for 2 – 3 years.

Miscellaneous

- Mobile food truck lunch program – trying to find a location to hold periodic Mobile Food Truck lunches 1 -2 times a month.
- Expansion of PBID boundaries to include LAWA properties – initial discussion was positive. Conversation with Mike Molina on 3/10 indicated that LAWA is once again warm to the idea proposed for including more LAWA properties as members of BID and letting GW assume responsibility for maintaining Century Blvd. landscaping.

5. LAWA Travel Forecast Update

Michael Collins gave an update on LAWA's 2010 travel forecast.

6. LACCD Conference Center Update

Larry Eisenberg reported on the progress of the LACCD campus redevelopment.

7. Gateway to a Greener L.A. Update

Cindy Boulton, Julie Baylor, and Mark Pracher presented plans to establish a training program with LACCD to assist Gateway to L.A. members with the process of Green Seal Certification. The pilot program using Gateway member properties would ultimately establish a training module for LACCD to offer to other communities.

8. Century / Aviation Metro Station Update

Roderick Diaz presented proposed plans for developing a LRT station & LAX City Bus

Center on property at Century Blvd. & Aviation Blvd.

9. New Business

- **Mobile Food Court opportunities**

Matt Geller informed members about the Southern California Mobile Food Vendor Association and the opportunities for setting up a mobile food court in the Gateway to L.A. area.

- **Proposed LA City Tax Rate Increases**

John Howland, Cerrell Assoc., reported on the proposed L.A. City Tax Rate Increases that would impact Gateway to L.A. members and businesses.

- **Sheraton Gateway LAX Bowling Challenge**

Michael Washington invited Gateway to L.A. Members to participate in the LAX Bowling Challenge on March 28. Proceeds from the event would benefit The Leukemia & Lymphoma Society.